

## **Panelist Biographies**

### **Bevan Baker, CHE**

Bevan K. Baker was appointed Milwaukee Health Commissioner in July 2004. Baker has worked for the City of Milwaukee Health Department since April 2001 as Health Operations Director. In that role, he represented the Department to the community, industry leaders, and city and state government officials in addressing the public health needs of the community.

Commissioner Baker holds a Masters Degree from the Department of Health Administration at the Medical College of Virginia/Virginia Commonwealth University. He is board certified in healthcare management and a Diplomat in the American College of Healthcare Executives, a board certified Medical Technologist with the American Society of Clinical Pathologists and a member of the American Public Health Association. He has served as Chair of the Communications and Information Committee of the Milwaukee County/Waukesha County Consortium for Emergency Public Health Preparedness.

### **Edward N. Barthell, MD, FACEP**

Dr. Ed Bartell is Executive Vice President of Infinity Health Care. He is the Former President, Preferred Emergency Physicians, SC and Past Chairman, Department of Emergency Medicine St. Mary's Hospital, Milwaukee, WI. He is a Clinical Assistant Professor, Department of Emergency Medicine, Medical College of Wisconsin.

Dr. Bartell has also served as the Medical Director, National Information Infrastructure- Health Information Network (NII-HIN) Project. He is the originator and Past Chair, National Section on Computers in Emergency Medicine, American College of Emergency Physicians and Past President, Wisconsin Chapter of the American College of Emergency Physicians.

### **Seth Foldy, MD, MPH, FAAFP**

Dr. Seth Foldy is Associate Clinical Professor of Family and Community Medicine at the Medical College of Wisconsin. He consults on public health systems nationally and internationally, and is Senior Public Health Advisor to the eHealth Initiative and Foundation in Washington, DC. He has over 20 years experience in public health and clinical family medicine, and served as Milwaukee's Commissioner of Health from 1998-2005. He also serves as primary care medical director for Health Care for the Homeless Milwaukee.

### **Catherine J. Hansen**

Catherine J Hansen of Turtle Lake WI is the Director of Health Information Services and Privacy Officer for the St Croix Regional Medical Center in St Croix Falls. She is a Registered Health Information Administrator with a degree in Health Information Administration from the College of St Scholastica, in Duluth MN.

Ms. Hansen has served as Director of Health Information Services at the Lakeview Medical Center in Rice Lake, as Director of Medical Records and Medical Staff Services at Apple River Hospital in Amery WI and as a Medical Record Consultant at long term care facilities. She is a member of the American Health Information Management Association and serves as the Consumer Education Coordinator (Wisconsin) for the Association's "My PHR" project. Ms. Hansen is an active member of the Wisconsin Health Information Association and served as WHIA President 2003-2004.

## **Helene Nelson**

In 2003, Governor Jim Doyle appointed Helene Nelson to lead the Department of Health and Family Services, one of the largest and most diverse state agencies in Wisconsin. The Department promotes the health and safety of the people of Wisconsin with an array of public health, health care, and social services.

Secretary Nelson is a seasoned public sector executive. She has served for five governors in various leadership capacities, including Deputy Secretary of the department she now leads. In addition, she worked for nine years in Dane County government, of which four years was as Director of Human Services. Secretary Nelson constantly draws on her county experience to foster improved working relationships between the state and local government. She is also a co-founder of the Center for Patient Partnerships at the U.W. Madison, which promotes health care that is more patient centered.

## **Peg Smelser, MPH**

Peg Smelser is Chief Operating Officer at WEA Trust, a non-profit insurance corporation providing health insurance and other benefits to Wisconsin school employees. In addition to her operational responsibilities, Ms. Smelser is responsible for population health management, pharmacy benefit management, and health care quality improvement strategy and implementation.

Previously, Ms. Smelser served as executive vice president of benefit administration at WEA Trust, and has 30 years of experience in the public and private sector. She has held leadership positions in a wide variety of health care financing organizations, including Medicaid, state employee benefits, a physician-owned HMO, a commercial health insurer, and a non-profit union-owned health plan.

Ms. Smelser also has a broad background in health care policy. She supervised Wisconsin health care facility licensing during a period of regulation reform. She worked on the design of the first Wisconsin Medicaid HMO enrollment initiative and the Community Options (home care assistance) Program. As an executive for the Wisconsin Commissioner of Insurance, she oversaw the development of the first set of licensure regulations for newly forming HMOs. On behalf of the state of Wisconsin, she worked with the Group Insurance Board to establish standards and requirements for managed care plans participating in the public employee dual choice program.

Ms. Smelser chaired the first Board of Directors for WisconsinRx, a prescription drug purchasing cooperative, and is again serving on their Board. She also served on the Executive Committee of the Wisconsin Patient Safety Institute and is currently serving on the Steering Committee for the Wisconsin Healthcare Purchasers for Quality and the Wisconsin e-Health Care Quality and Patient Safety Board.

## **Fred Wesbrook, MD**

Dr. Fred Wesbrook recently retired as president of Marshfield Clinic. He was the clinic's chief medical officer for 13 years; he had served as chief of staff at Saint Joseph's Hospital in Marshfield, Wisconsin for 10 years.

Dr. Wesbrook earned his medical degree from the Indiana University School of Medicine, and completed his residency in internal medicine at Fitzsimons Army Medical Center in Aurora, Colorado. He joined the Marshfield Clinic system in 1976, where he continues to practice internal medicine. He is active in state and federal government relations, and has lectured frequently on health care reform.

### **Hugh Zettel**

Hugh Zettel is Global Marketing Manager, Enterprise Solutions, at GE Healthcare Information Technologies, and is responsible for healthcare IT adoption strategies focused on industry advocacy, standards, EHR certification and health information exchange. Mr. Zettel has been with GE Healthcare since 1982, with global leadership positions in magnetic resonance engineering and marketing, services marketing for diagnostic imaging systems and business development.

Mr. Zettel's global experience has included establishing software development programs in India and shared product development programs in Japan and Europe, creating magnetic resonance product supply chain strategies in China and developing an integrated remote service delivery infrastructure for GE Healthcare's global services business. Mr. Zettel is on the Executive Committee of the HIMSS Electronic Health Record Vendors Association and is a member of the HIMSS Advocacy Steering Committee. Mr. Zettel is a graduate of the Milwaukee School of Engineering and the University of Chicago Graduate School of Business.

**Jodi G. Daniel, J.D., M.P.H.**  
**Director, Office of Policy and Research**  
**Office of the National Coordinator for**  
**Health Information Technology**  
**U.S. Department of Health and Human Services**

Jodi Daniel, as the Director of the Office of Policy and Research in the Office of the National Coordinator for Health Information Technology (ONC), is responsible for considering the policy implications of key health information technology activities and coordinating health information policy discussions within HHS. Her responsibilities also include leading health information technology research efforts to help inform policy decisions.

Ms. Daniel developed an expertise in legal issues and HHS's strategies regarding health information technology, prior to assuming this position with ONC, as the Senior Counsel for Health Information Technology in the Office of the General Counsel of HHS. She was responsible for coordinating all legal advice regarding health information technology for HHS, and was the lead attorney for ONC. Ms. Daniel worked closely with the Centers for Medicare and Medicaid Services in the development of the e-prescribing standards regulations and the proposed Stark and anti-kickback rules regarding e-prescribing and electronic health records. Ms. Daniel founded and chaired the health information technology practice group within HHS and founded the interagency working group on antitrust and health information technology.

Ms. Daniel also brings with her a strong background in health information privacy. As an Attorney in the Civil Rights Division of the Office of General Counsel, she was a member of the core team responsible for developing policies and drafting the final HIPAA Privacy Rule. Ms. Daniel was a senior member of the team responsible for the Privacy Rule modifications and the proposed HIPAA Enforcement Rule.

Before joining HHS, Ms. Daniel was a health care associate at Ropes & Gray, where she advised health care providers and payers on regarding transactional, regulatory, and legislative issues. She also worked at MetLife as an internal management consultant and a health benefits consultant.

Ms. Daniel earned a law degree from Georgetown University and a Masters in Public Health from Johns Hopkins University.

**Amy L. Helwig, M.D., M.S.**  
**Medical Director, Clinical Policy and Strategy**  
**eHealth Initiatives**

Dr. Amy Helwig came to eHI from Quad/Med, where she was the Associate Corporate Medical Director and a leader in developing innovative and cost effective primary care services for corporations that self-insure. Quad/Med is the medical division of Quad/Graphics, the largest privately held printing corporation in the western hemisphere.

Dr. Helwig directed a unique multi-state health care and disease management system that offers on-site primary care clinics for employees and families of Quad/Graphics. She advises the Quad/Graphics' health plan on policy formation and benefit structure.

Previously, Dr. Helwig served as an Assistant Residency Director at the Medical College of Wisconsin. There she pioneered a groundbreaking study in the use of handheld computers to deliver evidence based medicine reviews to physicians. Concurrently, she was one of the first physicians to study the use of internet based education for patients in clinical settings.

In her many roles Dr. Helwig has championed physician use of electronic medical record systems, electronic prescribing, and changing physician behavior and workflow to incorporate new technology. Additionally, she has helped develop numerous in-house software applications for Quad/Med's clinical needs.

Dr. Helwig is a graduate of the Medical College of Wisconsin and is specialty trained in family medicine and has an active medical practice at Quad/Med. She has a Master's degree in Medical informatics from the Medical College of Wisconsin and the Milwaukee School of Engineering. Her studies have been published in the *Journal of the American Medical Association*, *Family Medicine*, *Academic Medicine*, and the *Journal of Family Practice*. She is on the editorial board of *MDNet Guide*. Dr. Helwig serves on the Board of Directors of the Wisconsin Academy of Family Physicians. She also serves on eHI's Employer Purchaser Advisory Board.